

MERCHANDISING APPROVAL FORM

DATE: 11 / 27 / 96

BRAND: Benson & Hedges

PROGRAM DESCRIPTION: Benson & Hedges Club Nights -
Bar night giveaways.

RESOURCE/MEDIUM: PRINT ☒ OOH ☐

VEHICLE NAME/OOH COMPANY: Conde Nast Publications

ESTIMATED VEHICLE/OOH CO. TOTAL DOLLAR ALLOWANCE: \$30,000

ESTIMATED BRAND ALLOCATION: \$ 2,500

FUNDS USED YTD: \$ 0

FUNDS REMAINING: \$ 2,500

REQUEST: 25 Sony Walkmans CD players

ESTIMATED DOLLAR VALUE: \$ 2,500

CUME/VEHICLE TOTAL: \$21,140

PROJECT DUE DATE: 1 / 1 / 97

APPROVALS (WHERE APPLICABLE):

ASSISTANT/MEDIA MANAGER	<input checked="" type="checkbox"/>	<u>Philip LaRusso</u>
MEDIA DIRECTOR	<input checked="" type="checkbox"/>	<u>Rene M. Simon</u>
BRAND	<input type="checkbox"/>	
<u>EVENTS</u>	<input checked="" type="checkbox"/>	<u>Patricia Robins</u>
FINANCE	<input checked="" type="checkbox"/>	

MERCHANDISE/VALUE RECEIVED BY: (PRINT CLEARLY) _____

SIGNATURE OR CONFIRMATION LETTER (ATTACHED): _____

DATE RECEIVED: _____ / _____ / _____

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11/27/96